



**Institute of Communication, Culture
and Information Technology**

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**CCT300H5F LEC0101
Critical Analysis of Media (SH)
Course Outline - Fall 2011**

Class Location & Time	Thu, 03:00 PM - 06:00 PM SH J102
Instructor	Michael Jones
Office Location	J321
Office Hours	Thursday 2-3pm
Telephone	5555
E-mail Address	michael.jones5@sheridanc.on.ca
Course Web Site	http://cct300-f11.wikispaces.com

Co-Instructor

Course Description

Analytical methods and theoretical concepts from communication and rhetoric will be applied to the analysis of contemporary media (art, film, television, journalism, advertising, and web documents). [24L, 12T]

Prerequisite: CCT210H5 (SSc)

Distribution Requirement: SSc

Only the Director of the CCIT program has the authority to give permission to waive course prerequisites. The UTM calendar states that students who lack the prerequisites for a course can be deregistered at any time.

Goals and Learning Objectives

The course provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas:

- Classify media genres and sub-genres in a logically defensible manner
- Analyze graphic novels according to principles noted in McCloud's *Understanding Comics*
- Produce a webcomic consistent with styles and structures of comic design
- Understand the history, creation and dissemination of Internet memes
- Prepare a group plan to create viral Internet conce dissemination
- Critique the work of student groups in a productive and empathetic manner
- Present results of project in written and oral presentation

Required Materials

McCloud, S. (1993). *Understanding Comics*. New York: Harper Perennial

Online readings and resources will be revealed on occasion to provide a foundation for subsequent lectures and in-class assignments.

Assessment and Grading Policies

Type	Description	Due Date	Weight
Assignment	Graphic Novel Assignment	2011-10-06	15%
Assignment	Comic Creation	2011-11-03	15%
Assignment	In Class Assignments	On-going	10%
Assignment	Creating and Propogating Viral Content	2011-11-24	30%
Final Exam	Final Exam	TBA	30%
Total			100%

Requirements and Criteria

You should arrive at class prepared to discuss the readings of the day. You will gain more out of the experience that way, and can participate more actively in class.

Refer to the "How Not to Plagiarize" document noted later in this syllabus for instructions on proper use of citation standards. MLA citation style is commonly used in CCIT and is preferred, although consistent use of any common standard is acceptable.

There are five assignments in this course. These are summarized below - further information on assignments will be provided in class - you are responsible for any information provided in class notes and discussions.

1. Graphic Novel Analysis (October 6, 15%)

As McCloud notes, graphic novels have an untapped potential as a medium of expression. Since this text was written, this potential has come closer to realization. Even mainstream bookstores now have graphic novel sections. Much of the selection is largely influenced by Japanese work (manga) but there's a strong contingent of independent Canadian production (e.g., Drawn and Quarterly press) and stories of international interest and acclaim (e.g., Marjane Satrapi's Persepolis.)

In this assignment, you will investigate contemporary comics and graphic novels by selecting one of interest to you and analyzing it in reference to McCloud's conceptual analysis of this emerging genre.

Ways to best approach this assignment will be discussed further in lecture and lab as the deadline approaches. The paper should be approximately 5-7 pages of text, double-spaced. Visual examples from the work being analyzed are encouraged.

2. Comic Creation (November 3, 15%)

The democratization of digital design tools have reduced both barriers of distribution and creation in comics, leading to a explosion of alternative comics mostly for online consumption.

In this assignment, you will create a short web comic. Principles and examples of web comics as a genre. Your comic will be accompanied by a short analysis (no more than 2 pages) outlining your design choices, grounding these choices back to the McCloud text and other materials.

3. In-class assignments (Ongoing - 10%)

Every class save the first and last will have an in-class activity relatd to the topic of the week or upcoming assignments.

You are expected to participate and respond to 8 weekly lab assignments on time, each worth 1.25%. Thoughtful detailed responses will be worth more than rushed ill-considered responses. Most in-class assignments will be due within the class - more complex activities that require more research or reflection may be treated as take-away assignments to be handed in

electronically by the next class. Due dates will be clear in the presentation of either

Late work will not be accepted - you have two assignments you can skip due to illness, alternative commitments, etc. without penalty.

4. Creating and Propagating Viral Content - (Nov 3 proposal, feedback cycle, November 24 presentation, total 30%)

In groups of 3-4, you will develop an understanding of the Internet meme - acts of Internet culture that are so profoundly interesting, strange or touching that the Internet latches on and spreads the content virally. Examples of memes and meme aggregators (e.g., KnowYourMeme, Buzzfeed) will be discussed in class to prepare you to create and propagate content that could go viral..

On November 24, your group will present your meme in a brief (5 minute) presentation and discuss why you believe your work is memetic. Show how you've released your meme to the universe and discuss how you promoted it and any traction it received (note: this means you should plan to release the meme significantly before the presentation deadline!) The group should prepare a short (3 page) written presentation describing their efforts.

5% of the final grade will be allocated for the group's formation and proposal, due Nov 3. 5% will be allocated to peer review and feedback on the course wiki. 20% will be reserved for the quality and effectiveness of the work created its presentation in the lab period November 24.

5. Final exam - (UTM exam period - 30%)

There will be one final exam in this course. This exam will cover all assigned readings, and will privilege application of course concepts vs. simple regurgitation of facts, dates, or authors. Specific content covered and question structures will be discussed later in the semester as part of exam review. The date, time and location of the exam will be determined by UTM later in the fall semester.

Teaching Methods

This three hour class will be roughly divided in two halves - a lecture on the week's topic, and in-class exercises related to the week's topic.

Procedures and Rules

E-Culture Policy

Only student Utmal accounts should be used for course communication and all emails from students must include the course code in the subject line and should be signed with the full student name and student number.

Our course will be run on the CCT300 Fall 2011 wiki at <http://cct300-f11.wikispaces.com>. Wiki etiquette rules will be discussed in the first class. This wiki is our space. You are free to edit most material as much as I am, and you're encouraged to take leadership in making our space a comfortable and engaging one. Do be aware that is publicly viewable and indexed by Google - don't put things up there you're not comfortable divulging to others, including personal information such as your student number.

You are encouraged to ask questions in class, on the wiki (the FAQ pages are a good source for questions and answers), and through email directly to me. I generally answer email within 24 hours - sometimes much quicker. If there is a time this becomes impossible, I'll let you know.

Late Assignments, Extensions

You are expected to complete assignments on time. There will be a penalty for lateness of 10% deducted per day and work that is not handed in one week after the due date will not be accepted.

If you require more time to complete term work you should contact your instructor immediately, and no later than the due

date. Original supporting documentation(e.g. U of T medical certificate, accident report) and a request for *Special Consideration Form* are to be brought to Rose Antonio, Academic Advisor in CC3018 no later than one week after the due date. Your documentation must specify exactly the length of the period during which you were unable to carry out your academic work. Students must adhere to UTM policy and declare their absence on ROSI, in order to receive academic accommodation for any course work.

Missed Final Exam

Students who cannot write a final examination due to illness or other serious causes must file an [online petition](#) **within 72 hours of the missed examination**. Original supporting documentation must also be submitted to the Office of the Registrar **within 72 hours of the missed exam**. Late petitions will **NOT** be considered. If illness is cited as the reason for a deferred exam request, a U of T Medical Certificate must show that you were **examined and diagnosed at the time of illness and on the date of the exam, or by the day after at the latest**. Students must also record their absence on ROSI on the day of the missed exam or by the day after at the latest. Upon approval of a deferred exam request, a non-refundable fee of \$70 is required for each examination approved.

Academic Integrity

From the Code of Behaviour on Academic Matters:

"It shall be an offence for a student knowingly:

(d) to represent as one's own any idea or expression of an idea or work of another in any academic examination or term test or in connection with any other form of academic work, i.e. to commit plagiarism"

Wherever in the Code an offence is described as depending on "knowing", the offence shall likewise be deemed to have been committed if the person ought reasonably to have know.

Honesty and fairness are considered fundamental to the University's mission, and, as a result, all those who violate those principles are dealt with as if they were damaging the integrity of the University itself. The University of Toronto treats academic offences very seriously. Students should note that copying, plagiarizing, or other forms of academic misconduct will not be tolerated. Any student caught engaging in such activities will be subject to academic discipline ranging from a mark of zero on the assignment, test or examination to dismissal from the University as outlined in the UTM calendar. Any student abetting or otherwise assisting in such misconduct will also be subject to academic penalties.

Students are assumed to be informed about plagiarism and are expected to read the handout, [How Not to Plagiarize](#) (<http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize>) written by Margaret Procter. It is a valuable and succinct source of information on topic. You are also supposed to be familiar, and considered as being familiar, with the *Code of Behaviour on Academic Matters* (see UTM Calendar: Codes and Policies or <http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>) and *Code of Student Conduct* (<http://www.governingcouncil.utoronto.ca/policies/studentc.htm>), which spell out your rights, your duties and provide all the details on grading regulations and academic offences at the University of Toronto.

Expectations for Conduct in the Academic Setting

Students agree that by taking this course, they agree to adhere to the "ICCIT Expectations for Conduct in the Academic Setting." See link for the Code: www.utm.utoronto.ca/iccit-code-of-conduct

Religious Observance

Information about the University's Policy on Scheduling of Classes and Examinations and Other Accommodations for Religious Observances is at

<http://www.viceprovoststudents.utoronto.ca/publicationsandpolicies/guidelines/religiousobservances.htm>

Other Resources

AccessAbility

The University accommodates students with disabilities who have registered with the AccessAbility Resource Centre. Please let me know in advance, preferable in the first week of class, if you will require any accommodation on these grounds. To schedule a registration appointment with a disability advisor, please call the centre at 905-569-4699 or e-mail at:

access.utm@utoronto.ca.

<http://www.utm.utoronto.ca/access/>

Robert Gillespie Academic Skills Centre

Students can visit the Academic Skills Centre to consult with one of its strategists about understanding learning style, developing study plans for upcoming tests/exams, or discussing papers. Special Diagnostic Assessments are also offered and are designed to help you learn exactly where you stand with respect to critical academic skills.

<http://www.utm.utoronto.ca/asc>

UTM Library (Hazel McCallion Academic Learning Centre)

The University of Toronto boasts the biggest academic library in Canada and the second biggest in North America. Various services are available to students at the UTM Library and across the U of T library system. Services including borrowing, interlibrary loans, online references, laptop loans and the RBC Learning Commons. For more information, visit

<http://library.utm.utoronto.ca>.

Course Schedule

Date	Topic
2011-09-08	Course Introduction - Different forms of critical analysis
2011-09-15	McLuhan's Laws of Media In-class: Laws of Media exercise
2011-09-22	Understanding Media Genres and Genre Analysis In-class: Genre exercise
2011-09-29	Understanding Comics: A Review ***Read Understanding Comics by this date*** In-class: Analysis of a web comic
2011-10-06	Moving from Abstraction to Creation In-class: Comic Creation 101 - Tips for non-artists
2011-10-13	Criticality and Creation - Culture Jamming, Hacktivism and Creative Expression In-class: Internet Meme discussion and examples
2011-10-20	Following the Money: Media and Political Economy In-class: Cui bono?
2011-10-27	Objectivity and Truth in Media In-class: From Network to Colbert - The emergence of truthiness
2011-11-03	Web 1.0, 2.0...3.0? The Emergence and Evolution of the Internet In-class: Social Web Tools and Examples
2011-11-10	Manovich and New Media In-class: Is this "new" media?
2011-11-17	The rise of the conceptual age - closing considerations, exam review, project assistance In-class: Envisioning your future in the conceptual age
2011-11-24	Final project presentations
TBA	Final Examination

Last Date to drop course from Academic Record and GPA is October 31, 2011.

Every attempt will be made to follow this syllabus, but its content are subject to change, according to the rules as outlined in the UTM Instructor's Handbook, section 3.2.2.